

## MERCHANDISING STRIP WITH LOCKING TAB

### ABSTRACT OF THE DISCLOSURE

[00033] A merchandising strip (10, 10') includes an elongate body portion (12,12') with an aperture (46, 46'). A plurality of engagement means (20, 20'), which may include tongue-shaped cut lines, is associated with the body portion for supporting associated packages (30). A tab (14, 14') for mounting the merchandising strip to an associated support member (44) includes a strap (40, 40') having a first end extending from the body portion and a head (42) at a second end. The strap is shaped to be received through the aperture. The head has a transverse width ( $w_1$ ) which is greater than a transverse width ( $w_4$ ) of the aperture at a widest point of the aperture. Because the inserted strap is most stable in a position which is perpendicular to an axial length ( $l$ ) of the aperture, the strap resists twisting to a position in which the head can pass through the aperture. This locks the strap to the body portion and prevents the merchandising strip from falling off the associated rigid support member to which it is attached.